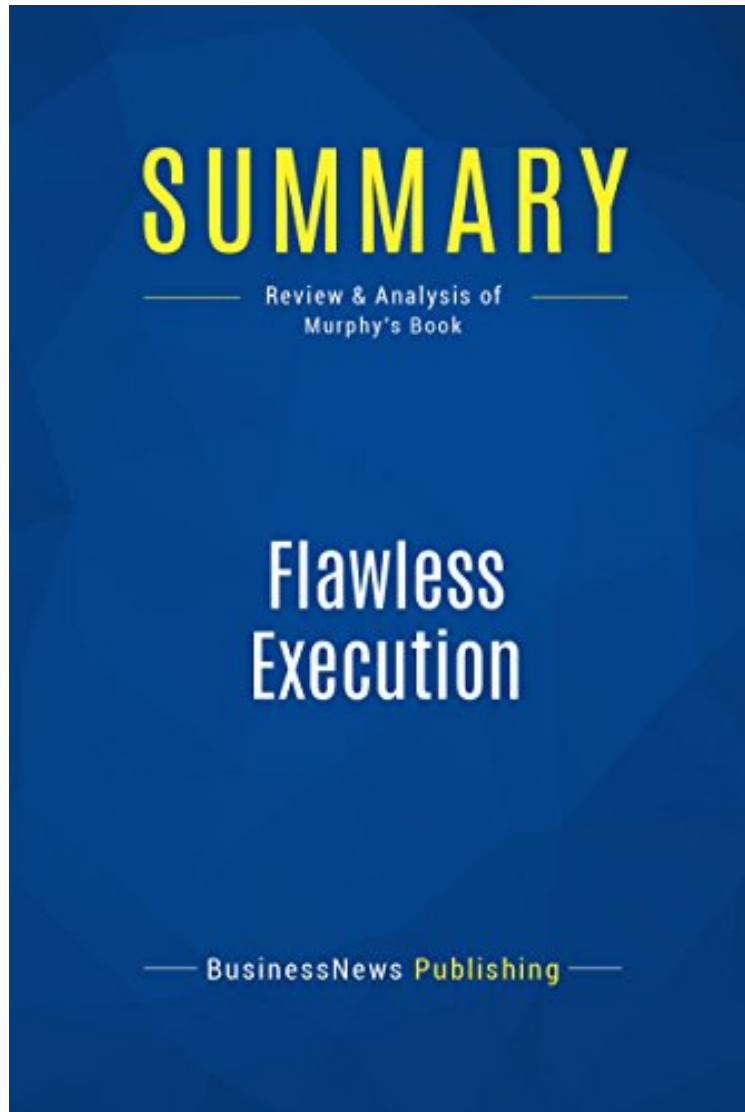


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The must-read summary of James Murphy's book: "Flawless Execution: Use the Techniques and Systems of America's Fighter Pilots to Perform at Your Peak and Win the Battles of the Business World" This complete summary of the ideas from James Murphy's book "Flawless Execution" describes flawless execution as "a trainable, learnable repeatable process bred in military aviation that improves execution." This summary shows that there is one thing military organisations do well which general business practice has not yet picked up on. Military organisations carry out extensive briefings before attempting to act and then have systematic debriefs afterwards to figure out what went well and what did not for next time. Briefing and debriefing are areas many businesses are weak at. Flawless execution is all about generating predictable results time and again. Added-value of this summary:

- Save time
- Understand the key concepts
- Increase your business knowledge

To learn more, read "Flawless Execution" and you will realise that your business can take a lesson from the US military's fighter pilots.